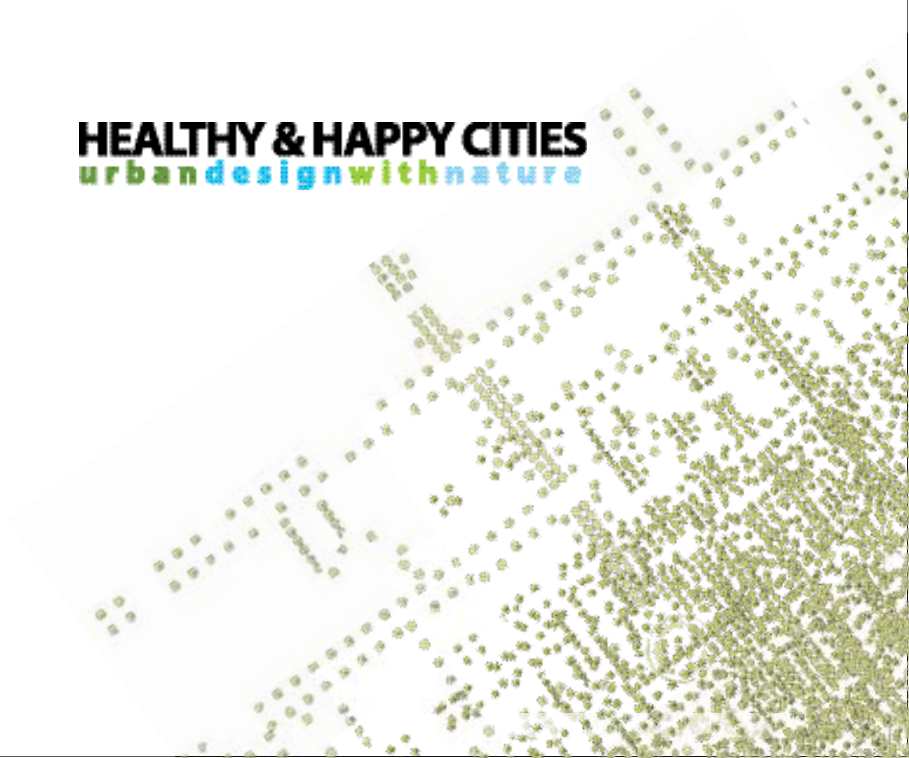


HEALTHY & HAPPY CITIES

urbandesignwithnature



HEALTHY & HAPPY CITIES **urbandesignwithnature**

PRESENTED BY THE ROCHESTER REGIONAL DESIGN CENTER

THANKS TO THOSE WHO MADE THIS EXHIBITION POSSIBLE!

PARTICIPATING FIRMS

Dover Kohl & Partners

Farr Associates

Solomon E.T.C., a WRT Company

Duany Plater-Zyberk & Company, DPZ
Latin America

Mithun

Barrett Studio Architects

SPECIAL THANKS TO

City Blue Imaging

MAJOR SPONSORS

Community Foundation

The Lovenheim Trust

The National Endowment for the Arts

Preferred Care

Louis S. & Molly B. Wolk Foundation

The New York State Council on the Arts

City of Rochester

Canandaigua National Bank & Trust

ABOUT US

The mission of the non-profit Rochester Regional Community Design Center (RRCDC) is to act as a multifaceted resource center to assist municipalities and citizens of the Greater Rochester Region to define, understand, promote and implement concepts of design excellence and sustainability for the public realm and built environment.

We regularly employ one of the most effective tools for the community design charrette. This civic engagement technique is an intensive, participatory planning process that brings together a variety of community stakeholders to observe and share ideas about their community. Together they produce tangible steps toward achieving neighborhood consensus for a community vision. As facilitator, we work with a steering committee of neighborhood representatives to plan the charrette, provide design professionals at the event to help translate citizens' ideas into physical drawings, and follow through with those initial ideas to create a final set of plans and recommendations of the community.

Since we began our work as the AIA Rochester Urban Design Committee (UDC) in 1998, the group has facilitated over twenty community design charrettes. Design charrettes facilitated by the RRCDC include the University Avenue Charrette that resulted in the construction of the award-winning ARTWalk project. In 2004, we officially incorporated as a 501(c)(3) non-profit organization and continue to serve our region.

HEALTHY & HAPPY CITIES: URBAN DESIGN WITH NATURE

The Rochester Regional Community Design Center, in conjunction with the annual award-winning Reshaping Rochester lecture series, presents *Healthy & Happy Cities: Urban Design with Nature*, an exhibition about design and community building in the 21st century. The 4th annual, 2008-09 Reshaping Rochester lecture series focuses on the synthesis of two powerful movements: “green” sustainable design and the more established “New Urbanism”. “Sustainable Urbanism”, the theme for this year’s series is taken from our February 3rd lecturer, Douglas Farr’s newly published book, *Sustainable Urbanism: Urban Design with Nature*. Each of the speakers in the series has a special niche that together form a cohesive and compelling framework within the “Sustainable Urbanism” theme.

“Innovative, urban and comfortable”, these compatible concepts can also mean “healthier, green and sustainable.” The new urban neighborhoods featured here are walkable, dense and integrally linked with public and mass transit systems; exemplary of both the “New Urbanist” and “Sustainable” principles of design as adopted by the Congress for New Urbanism as early as 1996.

The idea for *Healthy & Happy Cities: Urban Design with Nature* is inspired by ideas from Farr's compelling new book featuring case studies from the Americas, Europe and Australia. It is our hope that this exhibition spark meaningful discussion and potential incorporation of sound sustainable practices in the future development of our region's new urban neighborhoods and communities.

This exhibition is a collaborative venture involving the creative work of six internationally renowned design firms who partnered with the RRCDC to produce the boards featured here. We deeply appreciate their contributions our collective efforts, and their commitment to the ideals of Sustainable Urbanism, that they may increasingly be employed in the revitalization and rebuilding of our communities toward a healthier and happier future.

A SPECIAL THANK YOU TO:

Barrett Studio Architects

Dover Kohl & Partners

DPZ Latin America and Duany Plater-Zyberk & Company

Farr Associates

Solomon ETC, WRT

Mithun, Inc.

QUESTIONS OF SUSTAINABLE URBANISM?

Joni Monroe, Pete Stam

RRCDC

WHAT IS SUSTAINABLE URBANISM?

Sustainable Urbanism is the synthesis of two completely and utterly compatible concepts: (1) the idea that we as a human race possess the capability to reverse human impact upon the environment (**sustainability**) and (2) that humanity is best served in a densely built urban community (**urbanism**). Sustainable Urbanism combines the thoughtful principles of environmentally sound innovation and the opportunity for social inclusiveness in an urban lifestyle, creating new directions for community planning, revitalization, and design. This conscious choice of direction, abandoning some of the follies of community planning and design in the second half of the 20th century, will have a positive impact in our daily lives and on our environment. A revised direction will strengthen our communities and enhance our culture, embracing change which will involve eliminating our ecological footprint and most importantly reviving a diminishing pride in our cities. Revival of our cities to be superior communities with well-knit neighborhoods, commercial centers of economic viability, and opportunities for social interaction that

support a vibrant urban lifestyle will involve significant reinvestment to reverse the current process of decay.

HOW DOES SUSTAINABLE URBANISM ADDRESS PROBLEMS RELATED TO OUR CURRENT APPROACH TO REDEVELOPING URBAN AREAS: (1) SHRINKING AND HOLLOW URBAN CORES; (2) DILAPIDATED AND UNDERUTILIZED INDUSTRIAL AREAS; AND (3) ISOLATED POVERTY?

First and foremost, communities designed according to the tenets of Sustainable Urbanism attract a critical mass of residents offering dense, walkable neighborhoods, commercial districts and public realm and civic spaces that are breathing new life into parts of many American cities. These communities allow for a vibrant urban lifestyle without the need for an automobile. Dense development decreases demand for infrastructure, energy, and fully supports transit. This approach to community design supports the development of sustainable technologies and urban systems, such as highly-efficient district heating, cooling, and power systems, that are only viable in areas of concentrated population. Surplus and waste energies are able to be used in secondary processes that capture and store them effectively, increasing the potential of power drawn from the grid as well as reducing demand. This translates into a high quality standard of living at a substantially lower cost.

Many of these developments take advantage of existing building stock in dilapidated and underutilized industrial areas typically contiguous to downtowns of former manufacturing cities. The use of the by-products from now defunct industrial uses is an essential element in the revival of American cities. Sustainable Urbanism advocates for the reuse of former single-use sites, once massive consumers of energy that are now typically contaminated. Employing sustainable systems that decrease or eliminate energy consumption, these projects serve as a catalyst for investment in adjacent downtown areas that support them as viable urban cores.

Sustainable Urbanism combines transit-orientated development and walkable connected communities with sustainable technologies and systems of highly-efficient mass transportation and circulation, solar energy production, and storm water management, creating fully integrated, highly functioning urban neighborhoods. Mixed-use neighborhoods feature multiple income and housing levels and begin to address the isolated poverty that is so pervasive in American cities and empowers with mobility.

UNIFIER?

Sustainable Urbanism, while being the great unifier, is also the initiator of a great division of new proportions. Whereas the traditional model of progress implies a direct

relationship between progress and its associated outcomes, Sustainable Urbanism creates inverse relationships in their place. In the traditional model, an increase in the quality or standard is usually met with an increase in cost. Sustainable Urbanism yields an increase in the quality of life with options for choices, a built environment with reduced energy costs, freedom from automobile dependency, and an overall lower cost of living. Similarly, a decrease in automobiles is seen as a decrease in potential mobility through the traditional model. Decrease in automobile dependence increases mobility through a connected network of transit-orientated neighborhoods in the Sustainable Urbanism model. Most importantly, and somewhat ironically, thoughtfully designed urban form can actually bring residents closer to “nature” through the integration and display of new “natural” technologies, a feat never accomplished by the traditional model. It is through this great divide that sustainable urbanism becomes the great unifier of two compatible and growing movements; urban form and its inherent residents; and humanity and nature.

“Potentially immense economic and environmental benefits may result from integrating high-performance transport, water, sewer, lighting, and power systems with high performance buildings that consume few to no resources and produce little to no waste.”

-Sustainable Urbanism: Urban Design with Nature, Douglas Farr

HOLIDAY NEIGHBORHOOD BOULDER, CO

BARRETT STUDIO ARCHITECTS

The Master Site Plan for the Holiday Urban Neighborhood, a 27-acre mixed use community sited at the former Holiday Drive-In Theater, is structured as a series of pedestrian-scaled spaces and places for gathering. The neighborhood includes over 350 diverse residences, offices, live/work spaces, shops, parks, and a community garden connected by walkable, tree-lined streets.

As “great room” to the community, a large park is extended by a sequence of passages that organize the pedestrian spine of the neighborhood and offer opportunities for strolling, play, and discovery. The intersecting grid of streets feed into this spine to complete a walkable system for pedestrians and bicyclists.

Design Guidelines produced by Barrett Studio architects allow a diversity of local builders to integrate product into the project while maintaining rigorous aesthetic and design principles, including sustainability measures. Holiday combines innovative urban design with impressive green building strategies.

*At Right: Curved sidewalk
Next Page, R: Housing in Boulder
Next Page, L: Plan of Holiday*







HIGH POINT SEATTLE, WA

MITHUN

One of the most ambitious redevelopment projects in the history of Seattle, High Point Community knits an aging low-income neighborhood back into the surrounding urban fabric as a sustainable community. The project has created a safe, high quality and healthy residential environment with a mixture of income levels, generations, and housing types each constructed to Built Green™ standards.

The site plan includes over 20 acres of open space, parks, and playgrounds, with a four-acre park at the heart of the community and another large park with a jogging trail and retention pond. The open space further incorporates community garden spaces for about 10 percent of the households, as well as a market garden where residents will grow and sell their produce.

Recognized for its green, garden-like feel, the new High Point is receiving accolades from around the world as an urban redevelopment success story. Mithun's design has created a lasting community for a vibrant and diverse mix of neighbors.

*At Right: View of Housing
Next Page, R: Aerial Project
Next Page, L: Curved sidewalk*







LORETO BAY BAJA CALIFORNIA SUR, MEXICO

DUANY PLATER-ZYBERK & COMPANY, DPZ LATIN AMERICA

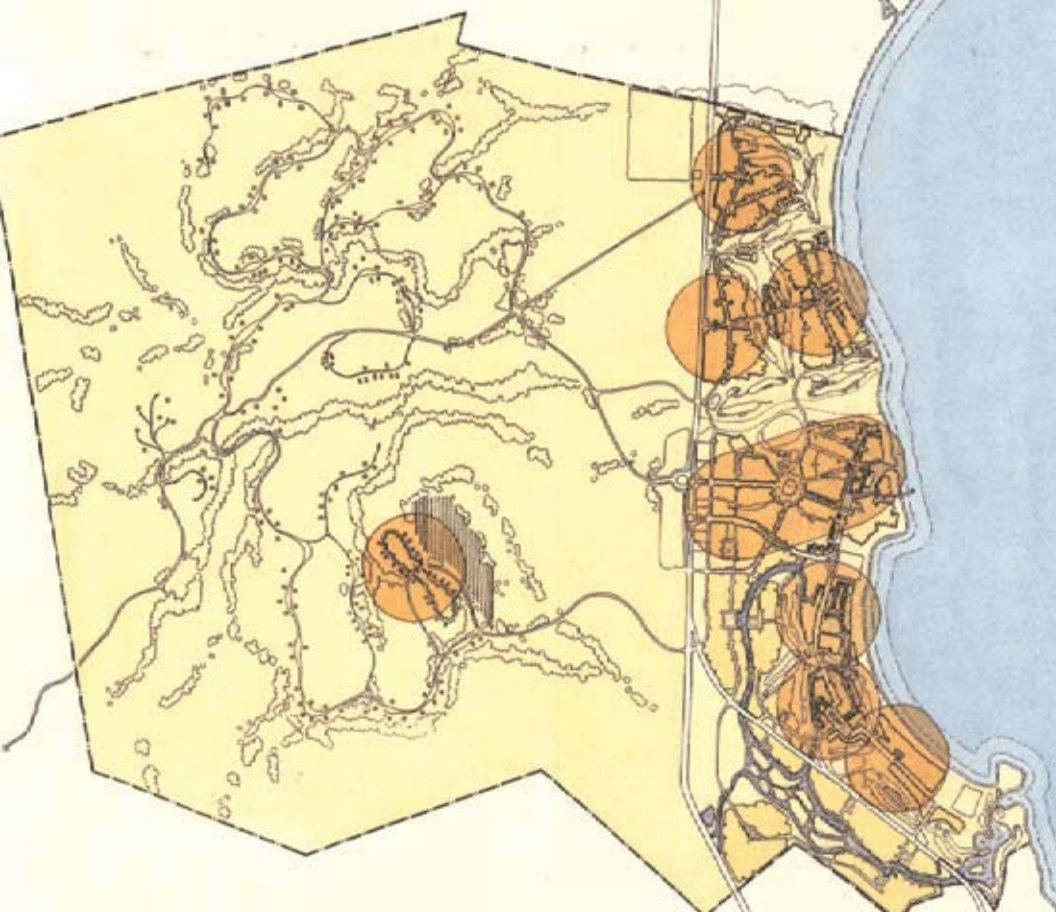
Loreto Bay is a resort village just outside the town of Loreto, Mexico, on the Eastern coast of Baja California Sur in the Sonoran Desert. The 8,800-acre site, accessible through Mexican Highway 1, is bounded by the Sierra de la Giganta Mountain Range to the west and the Sea of Cortez to the east. DPZ designed the master plan, which consists of nine phases and focuses on environmentally conscious development areas and spaces.

The neighborhoods will provide a mix of housing types as well as basic amenities within walking distance. The town center will provide the greatest concentration of commercial space and be a higher density than surrounding neighborhoods.

The overriding goal of the project is sustainability – environmental, social, and economic. More efficient energy consumption practices include passive solar design and ground source heating, extensive use of renewable resources, and solar-powered electric carts as the primary means of transportation.

*At Right: Foothill Village
Next Page, R: Pedestrian Shed
Next Page, L: Housing in Bay*







NEW RAILROAD SQUARE SANTA ROSA, CA

SOLOMON E.T.C., A WRT COMPANY

New Railroad Square is designed to reinforce the renaissance of the area surrounding Santa Rosa's historic railroad depot, slated to become an important stop on the proposed SMART commuter train service. It consists of a sustainable neighborhood of 165 new for-sale homes, a rich mix of new commercial and cultural activities including the Sonoma County Food & Wine Center, attractive facilities serving all passengers using the reactivated rail station, and a network of carefully shaped public spaces that will become a new focus for civic life in Santa Rosa.

The project has a number of sustainable features including solar panels, wind turbines, the use of natural convection for cooling the large interior retail spaces as well as storm water management to irrigate the landscaping and street trees. It is intended to use recycled materials and to heavily insulate the residential units for both thermal and acoustic reasons, because of their close proximity to the railroad tracks.

*At Right: Square Illustration
Next Page, L: Plan of Site
Next Page, R: Aerial View*



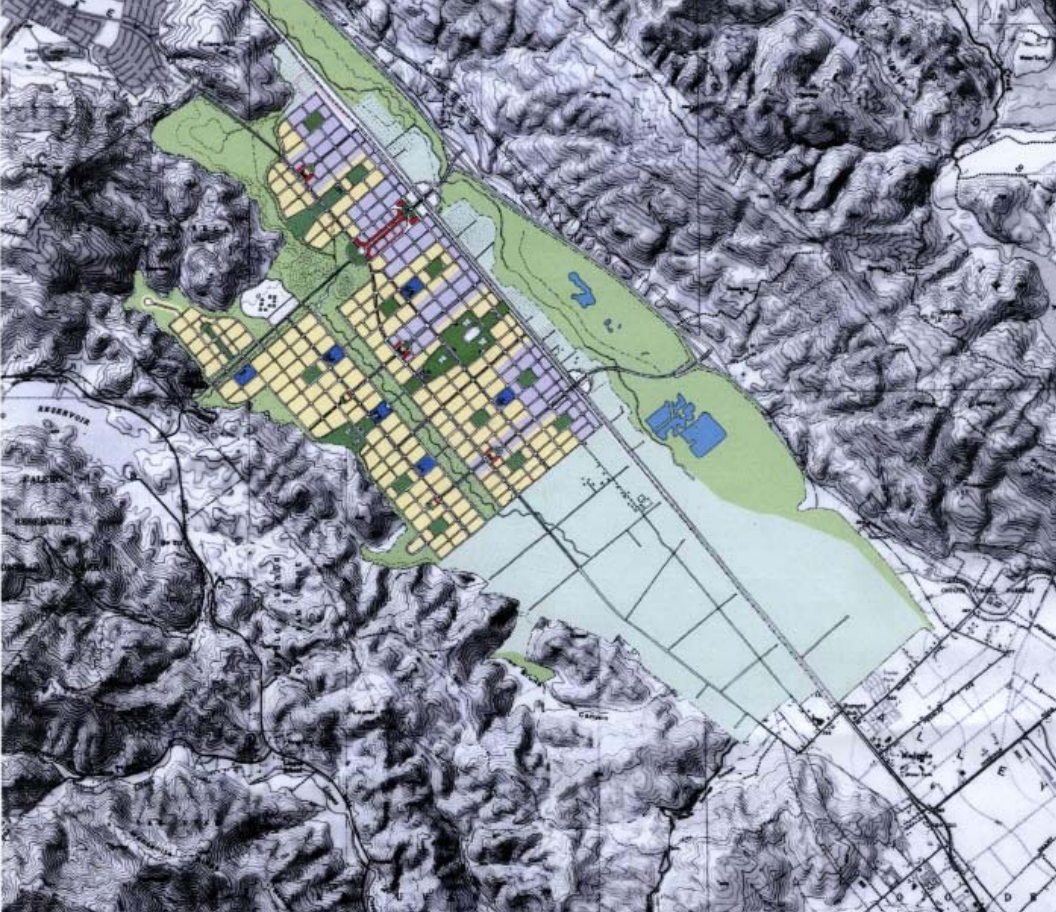




COYOTE VALLEY SAN JOSE, CA

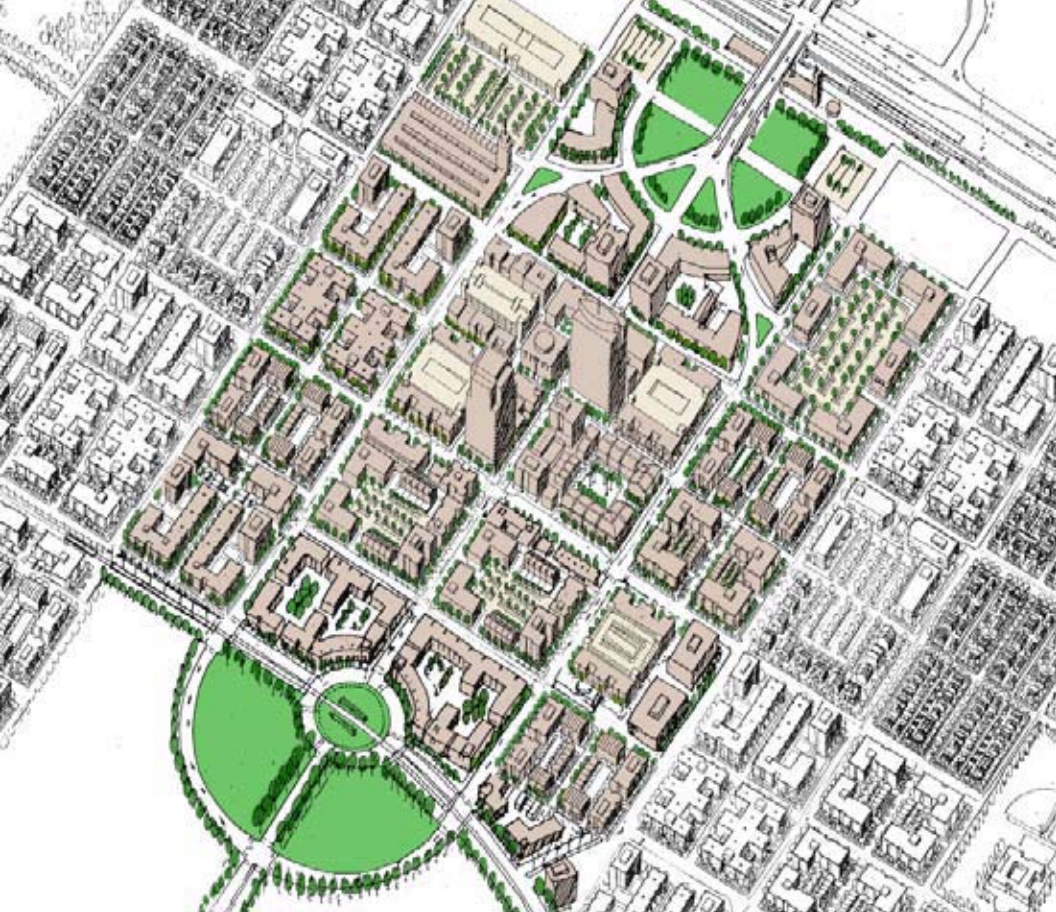
SOLOMON E.T.C., A WRT COMPANY

The Coyote Valley Vision was sponsored by the Greenbelt Alliance to create an alternative to sprawl for the 6,800-acre Coyote Valley, south of San Jose, which accommodates the same program that the City of San Jose established for a residential population of 80,000 and 50,000 new jobs. The plan is a compact, transit-oriented, mixed use community organized around a grid of streets and blocks and a framework of parks and open spaces. The town is composed of several different neighborhoods each with its own parks, schools and local retail centers. A range of building types at various densities provides the framework for the urban fabric, together with design guidelines, to establish the scale and character of each district. A transit/pedestrian-oriented Main Street would be lined with retail and high density housing and commercial buildings while a pair of one-way streets on either side would accommodate through-traffic without creating barriers to the adjacent neighborhoods.





the first priority for a comprehensive open space system that includes urban and coastal parkland with infrastructure to provide a urban framework for future development



UPTOWN NORMAL NORMAL, IL

FARR ASSOCIATES

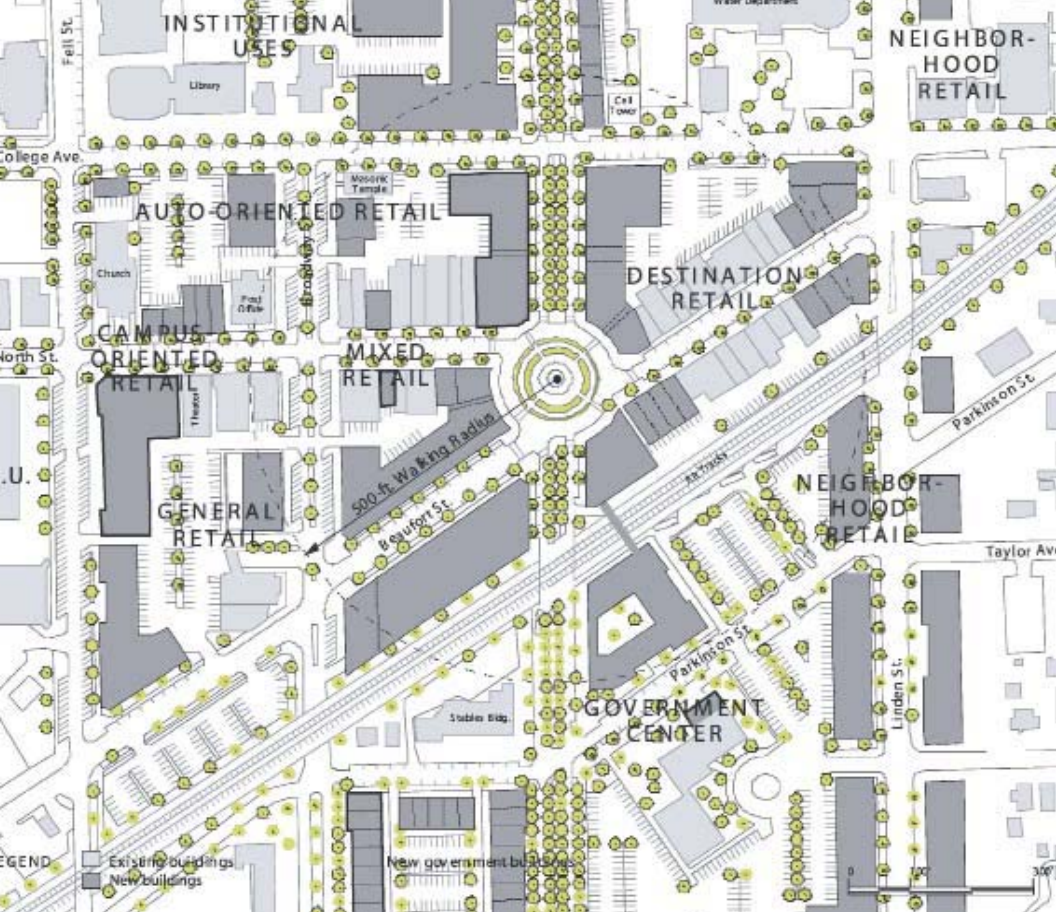
A multi-phase redevelopment led by the town of Normal, the Uptown Renewal Project in Normal, Illinois aims to vitalize and intensify Normal's downtown, whose traditional Main Street layout dates way back to the civil-war era.

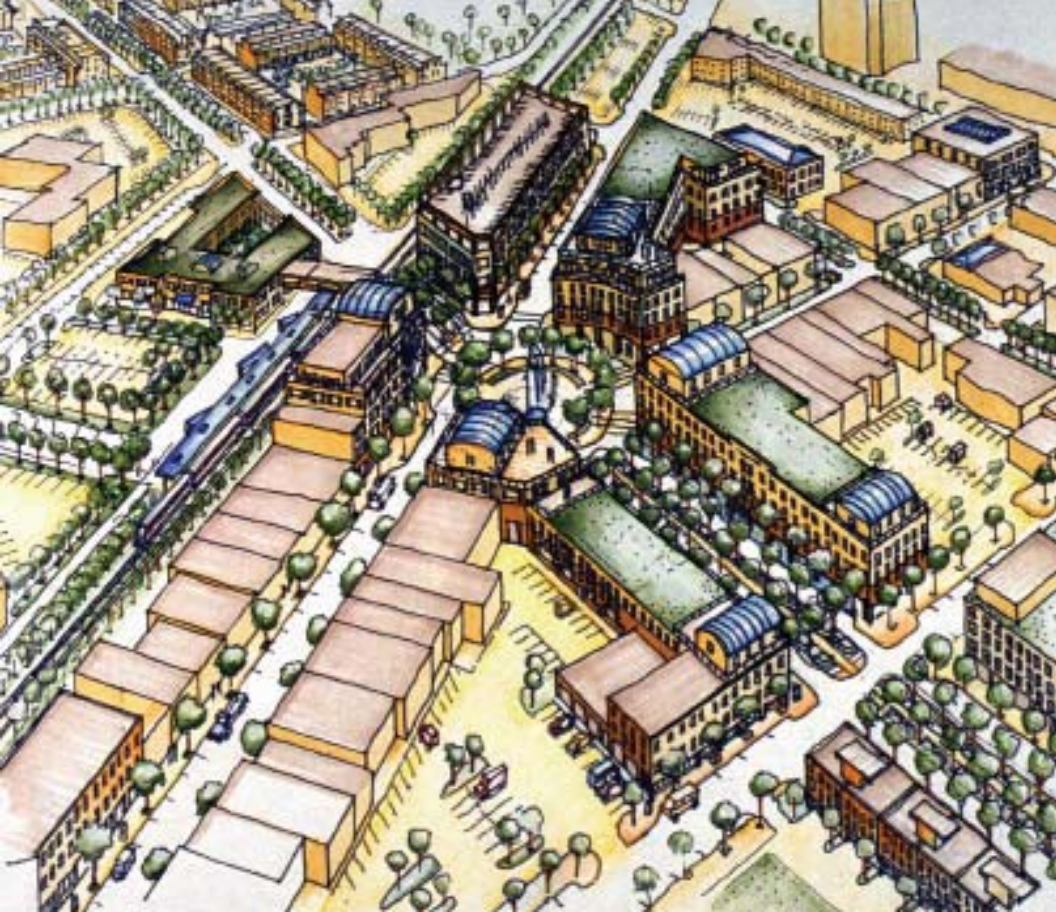
Calling for a vibrant mix of uses surrounding a new circular park in the heart of the Uptown Normal, the Farr Associates revitalization plan of this park includes an intricate water feature supplied with cleansed storm water that will act as both public art as well as a sustainable demonstration project.

In 2000, the Town of Normal became the first municipality in the US to pass an ordinance requiring all new construction over 7,500 square feet occurring in the Uptown district to meet at least minimum LEED certification standards. By passing this ordinance, the Town of Normal has proven that incorporating sustainable building practices into a redevelopment project need not burden developers or cause investors to be nervous.

*At Right: Drawing of Uptown
Next Page, L: City Plan of Project
Next Page, R: Aerial View of Normal*







PULELEHUA MAUI, HI

DOVER KOHL & PARTNERS

The idea of *malama`aina*—caring for, protecting and preserving the land—is a traditional value within the Hawaiian culture. The town of Pulelehua, located near the Kapalua Airport in West Maui, is a wonderful example of this philosophy. Developer Maui Land & Pineapple Company, one of the largest employers on the island, has pledged to engage in responsible stewardship of the environment.

Led by Dover, Kohl & Partners, a plan for a compact, sustainable community of three distinct neighborhoods was designed to offer a mix of uses, housing types and activities to support a diverse population. Affordable and market-rate housing options as well as live-work units, retail, and office locations are seamlessly integrated within a network of connected streets, green space, and walking and bike trails. By providing the opportunity for people to live close to where they work, Pulelehua features another important element of sustainable design – increasing quality of life by decreasing one's daily commute and decreasing traffic congestion.







GLENWOOD PARK ATLANTA, GA

DOVER KOHL & PARTNERS

Located two miles east of downtown Atlanta, this former industrial site has been transformed into a complete neighborhood featuring a mix of housing types, retail and office space, civic buildings, and recreational facilities. Designed by Dover, Kohl & Partners in partnership with Green Street Properties, the project relies on sustainable patterns of growth. While providing access to the MARTA rapid transit system, Glenwood Park also features pedestrian-friendly streets, bike trails, and a network of green and gathering spaces that reduce the number of car trips needed.

To enrich the project's sustainability, over 1000 street trees have been planted to provide shade and reduce the heat-island effect. Homes are certified by the EarthCraft Homes program, while LEED certification standards are established for office buildings.

Integral to the design is a comprehensive storm water management system. The goal is to eliminate the need for potable city water for irrigation. Presently, over 60% of storm water runoff is reduced by directing rainwater to landscaping on individual lots.

*At Right: Plan of Park
Next Page, L: Street System
Next Page, R: Glenwood Housing*









Rochester Regional Community Design Center

1115 East Main Street Door 4

Rochester, NY 14609

585.271.0520 T

585.288.7544 F

info@rrcdc.org

www.rrcdc.org

© February 2009

Design and Production by Joni Monroe, Roger Brown, Pete Stam, Angela DiGiulio, Daniel Cosentino

Additional Support by Alex Harris

Printing by City Blue Imaging, Rochester, NY

